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Joint Secretary

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ग्रामीण विकास विभाग
भारत सरकार
कृषि भवन, नई दिल्ली-110114
Ministry of Rural Development
Deptt. of Rural Development
Government of India
Krishi Bhavan, New Delhi-110114**

July 10, 2018

Dear Madam/Sir,

The SARAS Melas are a unique initiative of Ministry of Rural Development (MORD) to provide a platform for rural artisans from among the members of the Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM) supported Self Help Groups (SHG) to showcase their skills & products and also to develop a market for themselves.

The SARAS Melas provide an opportunity to rural producers to sell their products directly in major markets, to interact with the buyers; to study and comprehend the latter's tastes, preferences and choices. Thus, it helps them to upgrade and tailor their products based on customer feedback as well as peer learning and hone their selling skills and negotiation skills. These melas help provide better products and services to the consumers while benefitting the rural artisans from larger marketing opportunities.

SRLMs are currently organising two Saras Melas every year thus providing an opportunity for rural artisans from the state as well as artisans from outside the state. Some of the States have been able to develop good models for organising the saras melas including steps for convergence, training and capacity building of artisans etc. The ministry has developed a guideline for organizing saras melas by SRLMs under DAY-NRLM which is attached. SRLMs may follow the guidelines while organising the future saras melas.

With regards

Yours sincerely

(Atal Dulloo)

To
The SMDs/CEOs of SRLM all States /UTs